

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Original) A method for providing priority messages to a plurality of wireless devices for notifying respective users of the wireless devices of the priority message, the method comprising the steps of:
 - providing for receiving a priority message from an authority;
 - providing for assigning a priority identifier to the priority message;
 - providing for transmitting the priority message to the plurality of wireless devices, wherein the priority identifier will cause the priority message to receive priority status once received by the plurality of the wireless devices.
2. (Original) The method of Claim 1 further comprising the step of:
 - providing for displaying the priority message on the display of the plurality of wireless devices before any other message is displayed on the display of the plurality of wireless device.
3. (Original) The method of Claim 1, wherein the priority identifier comprises a network address.
4. (Original) The method of Claim 1 further comprising the step of:
 - providing for assigning the priority message to a priority channel within the plurality of wireless devices.
5. (Original) The method of Claim 4 further comprising the step of:
 - providing for displaying the priority message received on the priority channel of the plurality of wireless devices, on the display of the plurality of wireless devices immediately upon receipt by the plurality of wireless devices.
6. (Original) The method of Claim 1 further comprising the step of:
 - providing for storing the priority message received on the priority channel of the plurality of wireless devices, in a priority state within the plurality of wireless devices.
7. (Currently amended) The method of Claim 1, wherein the wireless device[[s]] tracks whether a priority message has been displayed on the display of the wireless device.

8. (Original) The method of Claim 1 further comprising the step of:
providing for storing the priority message in a memory of the plurality of wireless devices for later retrieval, once the priority message has been displayed on the display of the plurality of wireless devices.
9. (Original) The method of Claim 1, wherein the authority comprises at least one of a local law enforcement authority and an advertiser that has the authority to request the transmission of the priority message.
10. (Original) The method of Claim 1 further comprising the step of:
providing for automatically displaying the priority message upon any activity of a user interface of the plurality of wireless devices.
11. (Original) The method of Claim 1 further comprising the step of:
providing for automatically displaying a graphic on the display of the plurality of wireless devices prior to displaying the priority message.
12. (Original) The method of Claim 1 further comprising the step of:
providing for automatically displaying a graphic on the display of the plurality of wireless devices after displaying the priority message.
13. (Original) The method of Claim 12, wherein the graphic is an advertising logo.
14. (Original) The method of Claim 12, wherein the graphic is a sponsor message.
15. (Original) The method of Claim 1 further comprising the step of:
providing for distributing the plurality of wireless devices within a geographical area.
16. (Original) The method of Claim 15, wherein the geographical area comprises at least one of a nationwide area, a regional area, a local area, a rural area, and a metropolitan area.
17. (Original) The method of Claim 1, wherein step of receiving the priority message comprises receiving the priority message from an "Amber Alert" system.
18. (Original) The method of Claim 1, wherein step of providing for receiving the priority message comprises the step of providing for receiving a graphic from an "Amber Alert" system.
19. (Original) The method of Claim 1, wherein the priority message comprises at least one of information regarding an abductee, information regarding an abductor, information regarding a vehicle, information regarding a time, information regarding a location.

20. (Original) The method of Claim 1 further comprising the step of:
providing for formatting the priority message for transmission to the plurality of wireless devices using information regarding an “Amber Alert.”
21. (Original) The method of Claim 1 further comprising the step of:
providing for notifying respective users of the plurality of wireless devices of an “Amber Alert” priority message.
22. (Original) A system for providing priority messages to a plurality of wireless devices for notifying respective users of the wireless devices of the priority message, the system comprising:
means for receiving a priority message from an authority;
means for assigning a priority identifier to the priority message;
means for transmitting the priority message to the plurality of wireless devices, wherein the priority identifier will cause the priority message to receive priority status once received by the plurality of the wireless devices.
23. (Original) The system of Claim 22 further comprising:
means for displaying the priority message on the display of the plurality of wireless devices before any other message is displayed on the display of the plurality of wireless device.
24. (Original) The system of Claim 22, wherein the priority identifier comprises a network address.
25. (Original) The system of Claim 22 further comprising:
assigning the priority message to a priority channel within the plurality of wireless devices.
26. (Original) The system of Claim 22 further comprising:
displaying the priority message received on the priority channel of the plurality of wireless devices, on the display of the plurality of wireless devices immediately upon receipt by the plurality of wireless devices.
27. (Original) The system of Claim 22 further comprising:
storing the priority message received on the priority channel of the plurality of wireless devices, in a priority state within the plurality of wireless devices.

28. (Currently amended) The system of Claim 22, wherein the wireless device[[s]] tracks whether a priority message has been displayed on the display of the wireless device.

29. (Original) The system of Claim 22 further comprising:

storing the priority message in a memory of the plurality of wireless devices for later retrieval, once the priority message has been displayed on the display of the plurality of wireless devices.

30. (Original) The system of Claim 22, wherein the authority comprises at least one of a local law enforcement authority and an advertiser that has the authority to request the transmission of the priority message.

[[40.]] 31. (Currently amended) The system of Claim 22, further comprising:

automatically displaying the priority message upon any activity of a user interface of the plurality of wireless devices.

[[41.]] 32. (Currently amended) The system of Claim 22, further comprising:

automatically displaying a graphic on the display of the plurality of wireless devices prior to displaying the priority message.

[[42.]] 33. (Currently amended) The system of Claim 22, further comprising:

automatically displaying a graphic on the display of the plurality of wireless devices after displaying the priority message.

[[43.]] 34. (Currently amended) The system of Claim [[42]] 33, wherein the graphic is an advertising logo.

[[44.]] 35. (Currently amended) The system of Claim [[42]] 33, wherein the graphic is a sponsor message.

[[45.]] 36. (Currently amended) The system of Claim 22 further comprising:

distributing the plurality of wireless devices within a geographical area.

[[46.]] 37. (Currently amended) The system of Claim [[45]] 36, wherein the geographical area comprises at least one of a nationwide area, a regional area, a local area, a rural area, and a metropolitan area.

[[47.]] 38. (Currently amended) The system of Claim 22, wherein the step of receiving the priority message comprises receiving the priority message from an “Amber Alert” system.

[[48.]] 39. (Currently amended) The system of Claim 22, wherein the step of receiving the priority message comprises receiving a graphic from an “Amber Alert” system.

[[49.]] 40. (Currently amended) The system of Claim 22, wherein the priority message comprises at least one of information regarding an abductee, information regarding an abductor, information regarding a vehicle, information regarding a time, information regarding a location,

[[50.]] 41. (Currently amended) The system of Claim 22 further comprising:
formatting the priority message [[of]] for transmission to the plurality of wireless devices using information regarding an “Amber Alert.”

[[51.]] 42. (Currently amended) The system of Claim 22 further comprising:
notifying respective users of the plurality of wireless devices of an “Amber Alert” priority message.

[[52.]] 43. (Currently amended) A wireless device for notifying a user of the wireless device of a priority message, the wireless device comprising:

a display for displaying a priority message originating from an authority; and,
a receiver for receiving the priority message, wherein a priority identifier is assigned to the priority message, and wherein the priority identifier will cause the priority message to receive priority status once received by the wireless device.

[[53.]] 44. (Currently amended) The device of Claim [[52]] 43 further comprising:
means for displaying the priority message on the display of the plurality of wireless devices before any other message is displayed on the display of the plurality of wireless device.

[[54.]] 45. (Currently amended) The device of Claim [[52]] 43, further comprising:
displaying the priority message received on the priority channel of the plurality of wireless devices, on the display of the plurality of wireless devices immediately upon receipt by the plurality of wireless devices.

[[55.]] 46. (Currently amended) The device of Claim [[52]] 43, further comprising:
automatically displaying the priority message upon any activity of a user interface of the plurality of wireless devices.